Operating the SODA FOUNTAIN

This fountain book is presented to.....

_____

with the hope it will be of service

by _____

representing H. P. Hood & Sons

foreword

This booklet is intended as a hand-book for inexperienced fountain operators, and as a "refresher" for old-timers, drugstore managers and proprietors. We believe that the basic ideas, suggestions and formulas contained in it constitute a sound foundation on which to build a profitable fountain service and a satisfied clientele.

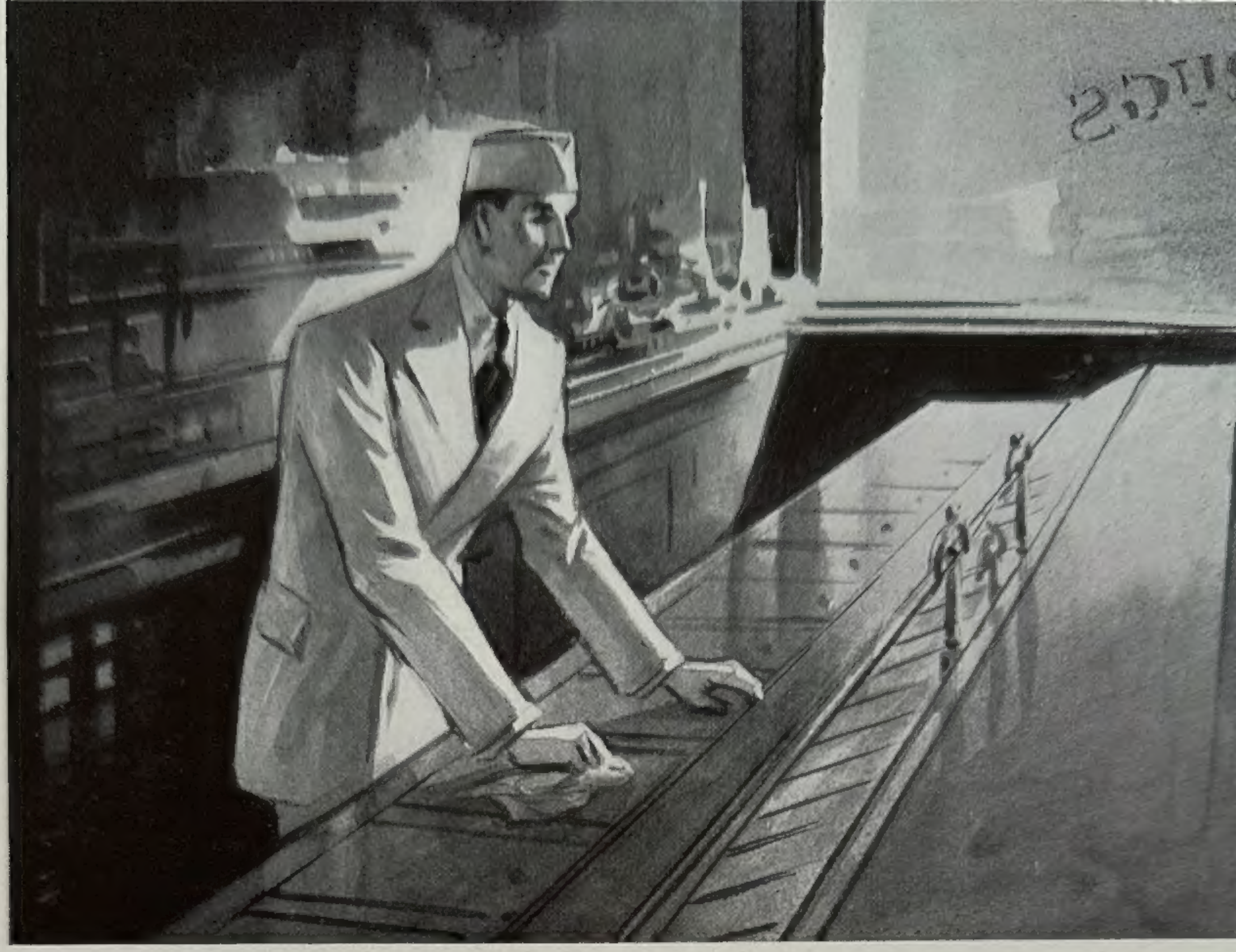
THE SODA FOUNTAIN

The soda fountain is one of the most important features of any store. Not only can it be highly profitable in its own right, but — almost as important — it is a natural traffic builder. Customers who come in to eat or drink often remain to buy in other departments of the store.

Profit from a soda fountain derives equally from two things: *efficient operation* and *courteous service*.

The first of these depends less on new "gadgets" — though of course modern equipment is important — than on *skilled, intelligent operators*. The operator who knows his job and does it right can make even old-fashioned equipment perform in streamlined fashion. And no matter how old or new the equipment may be, it *must* be kept spotlessly clean, and scrupulously neat.

Here's a suggested schedule for a fountain clean-up routine. If it is followed, faithfully and conscientiously, using a proper amount of elbow grease, your fountain *can't help* looking — and being — clean and attractive.



EVERY DAY:

Back Bar
Mirrors
Signs
Counter, Counter Front
Polish Fountain
Clean Grilles
Clean Coffee Urns
Clean under Draft Arms
Root Beer Barrel
Polish Sinks
Polish Shaker Cans
Polish Mixer
Stock Fountain
Glassware
Check Soda Pressure
Rubbish Pails

TWICE A WEEK:

Syrup jars and pumps; fruit crocks; polish silver; arrange stock; set up back bar.

ONCE A WEEK:

Soda rail; racks on floor; defrost cabinets on fountain; change water in water bath; set pumps; check laundry; clean back bar, clean shelves; clean all soda and water connections; take inventory.

This looks like a formidable list, but if the items are divided up and scheduled for different days, you will find it not so difficult to keep everything gleaming and fresh.

There are many other things to keep constantly in mind when you operate or supervise a soda fountain. These are not "daily" or "weekly" items — many of them are not even "items" — but they're practically second nature to conscientious people. Still, a "reminder" from time to time is of value. So here's a partial list.

Check cracked cups and glassware

Check own appearance

Have clean towels at all times

Keep counter clean at all times

Watch for broken chairs and stools

Get money when customer is served

Stools cleaned and oiled

Hair nets used

Keep food covered

Arranging of Menus

Helping one another

Clean uniforms and shoes

Clerks with smiling service

Shelves clear of bundles

Value for the money

Polish and clean scoops

Clean hands

Learn to merchandise

Push left-overs

Eliminate bunching of help

Smooth operating

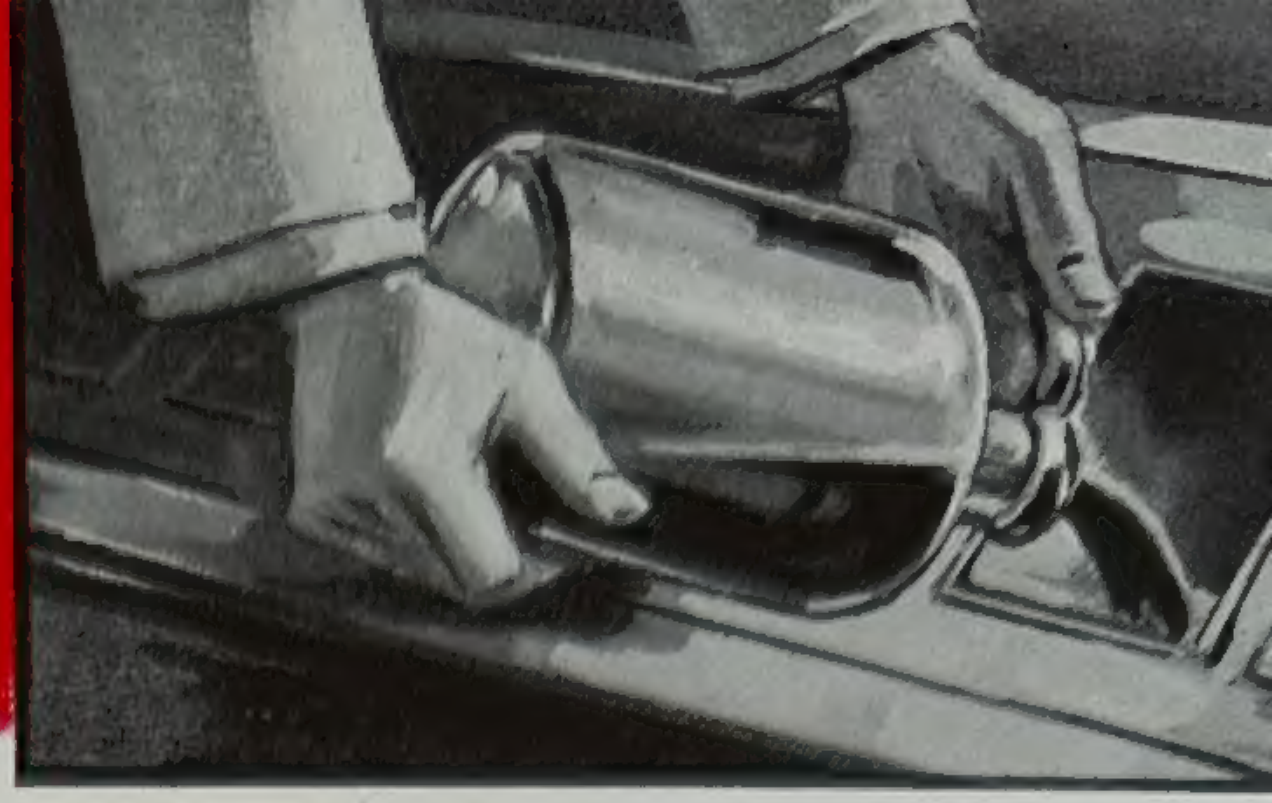
Health certificates

Care in filling orders

Order as on menu

Close sale with "Thank you"

Formulas FOR SYRUPS



CHOCOLATE SYRUP

1½ lbs. cocoa
12 lbs. sugar
Pinch of salt
¾ lb. cake chocolate
6 qts. water

Mix cocoa and sugar dry.
Heat water and dissolve cake chocolate in same. Add water and chocolate to cocoa and sugar. Bring mixture to boiling point — stir constantly while heating.
About 9 quarts finished.

COFFEE SYRUP

5 qts. water
1½ lbs. coffee
Pinch of salt
10 lbs. sugar
(white and brown ½-½)

Have coffee ground fine.
Place coffee in a drip funnel. Bring water to boil — pour over coffee and let seep through.
Add sugar and salt while coffee extract is warm.
Will finish about 7 quarts.

SIMPLE SYRUP

12 lbs. sugar
1 gal. water (warm)
Makes 1⅞ gallons

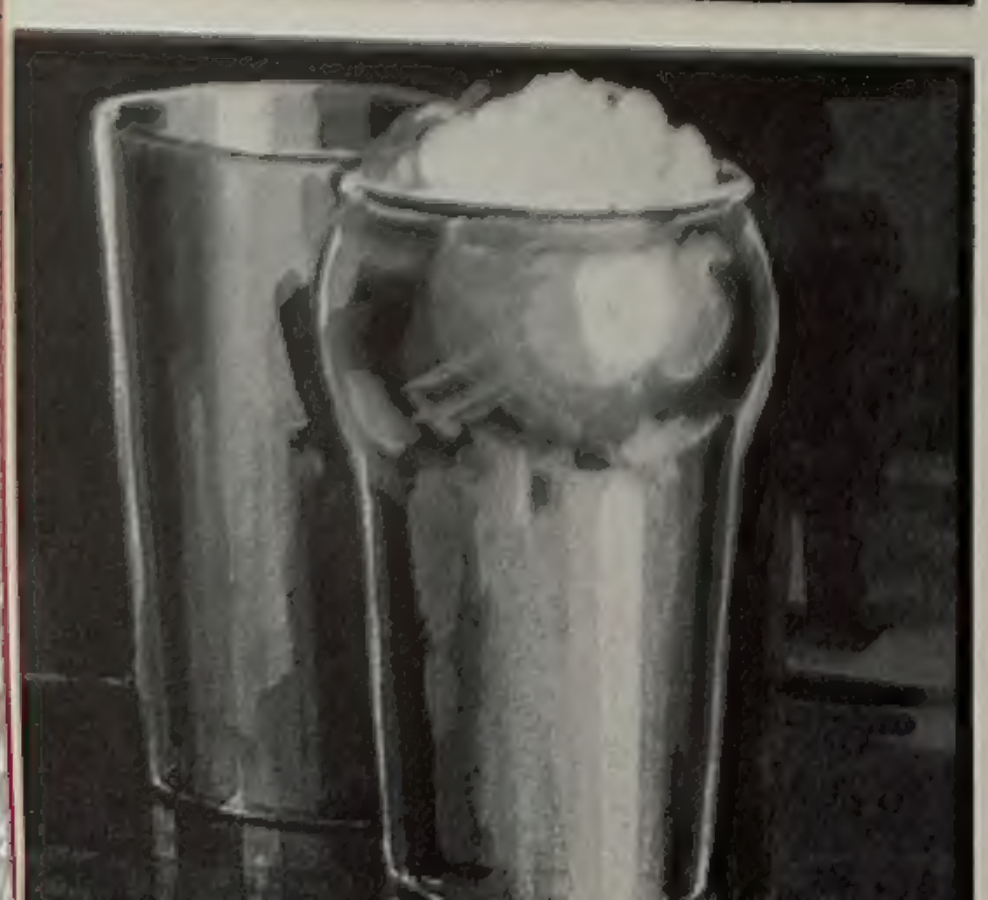
Cut concentrated syrups 3 to 1 — simple syrup (3 parts), syrup (1 part). Cut fruits 50-50 simple syrup and fruit.

VANILLA SYRUP

Add 3 oz. Vanilla Extract to 1 gallon Simple Syrup.
Dash of caramel coloring.

STRAWBERRY SYRUP

2 qts. Strawberry Juice (unsweetened)
6 lbs. sugar
Red color



Formulas for:

SODA

1½ oz. syrup — 1 stroke of the pump (have all pumps set for 1½ oz.)

1½ oz. light cream

Fine stream — hit sham of glass rotating to thoroughly mix syrup

Coarse stream soda water

2 No. 24 scoops of ice cream

FRAPPE

8 oz. bottle of milk (homogenized if possible)

1½ oz. syrup

1 No. 24 scoop of ice cream

Frappe

FLOAT

8 oz. bottle of milk (homogenized if possible)

1½ oz. syrup

Frappe

1 No. 24 scoop of ice cream

MILK SHAKE

8 oz. bottle of milk (homogenized if possible)

1½ oz. syrup

Frappe

ALL PHOSPHATE DRINKS

6 oz. glass

1 oz. syrup

Coarse stream of soda water and down side of glass

PLAIN DISH

No. 12 scoop of ice cream

1 ladle of syrup or fruit

Whipped cream, cherry or nuts

SUNDAE - TULIP

2 No. 24 scoops of ice cream

½ ladle of syrup or fruit

Whipped cream, cherry or nuts

HOMOGENIZED MILK will not only make a smoother drink but will give you considerably more overrun.

The Technique of Mixing

SODAS, FRAPPES, FREEZES AND MILK SHAKES

ICE CREAM SODAS

1. Hold glass in left hand for entire operation.

2. One full stroke of syrup pump (1½ oz.).

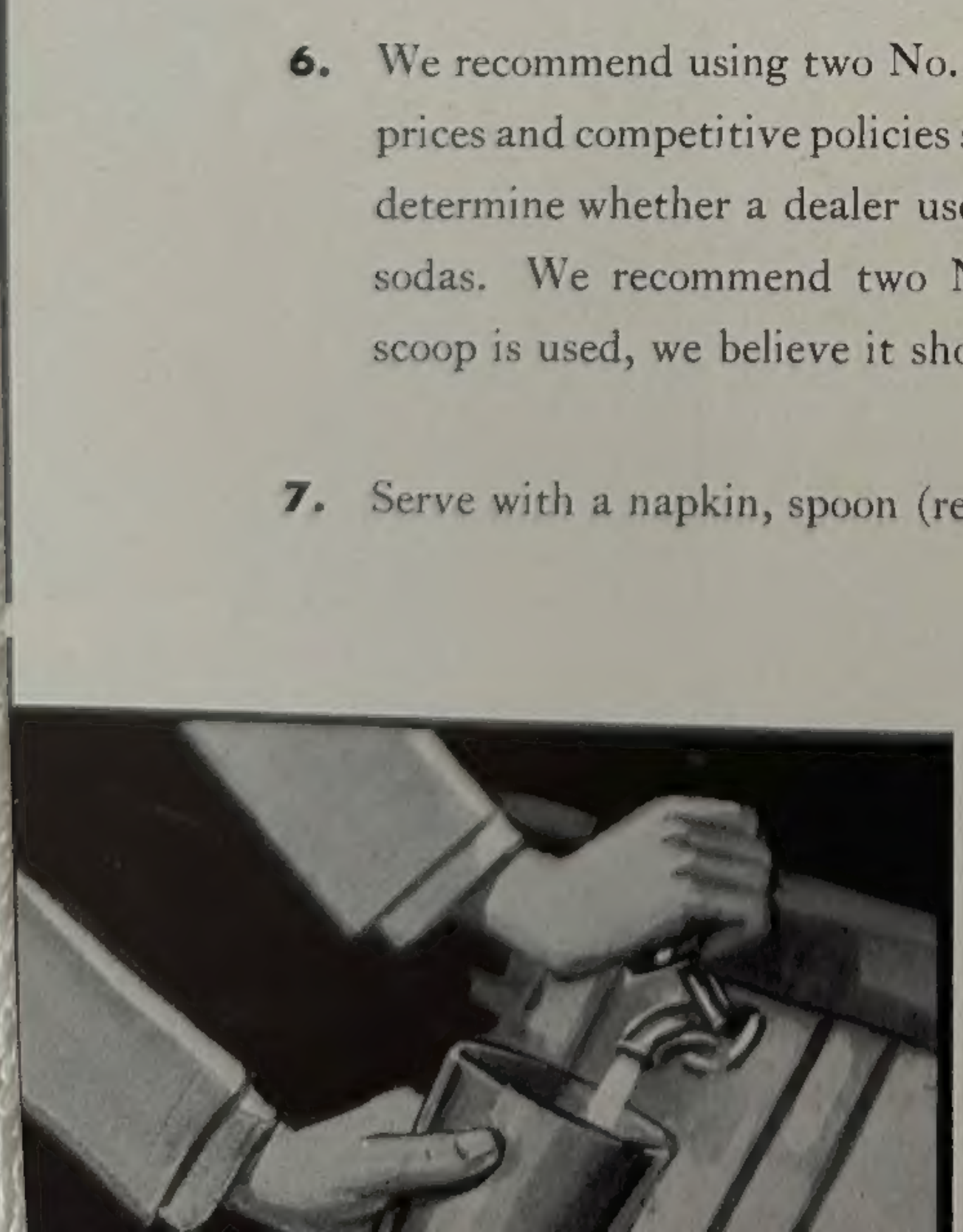
3. One full stroke of cream pump (1½ oz.).

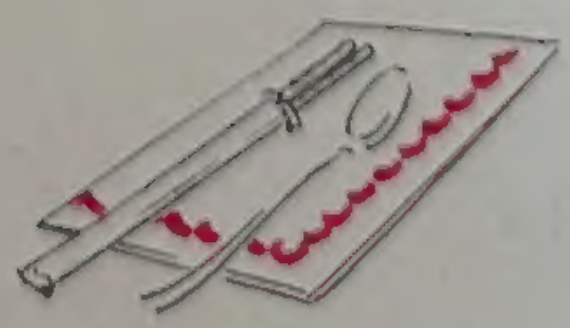
4. Rotate glass under fine stream, letting fine stream of soda hit sham of glass with enough force to thoroughly mix syrup and cream. Syrup and cream should be properly mixed when glass is about two-thirds full.

5. Fill glass to within one-quarter inch of top with coarse stream.

6. We recommend using two No. 24 scoops of Ice Cream, but varying prices and competitive policies seem to be the controlling factors that determine whether a dealer uses one or two scoops in his Ice Cream sodas. We recommend two No. 24 scoops, however, if only one scoop is used, we believe it should not be smaller than a No. 16.

7. Serve with a napkin, spoon (resting on napkin), and straws.





FRAPPE

1. Remove mixer can and bottle of milk from storage compartment. If practical, it is advisable to have both in same compartment.

2. Pour milk into mixer can.*#

3. One full stroke of syrup pump (1½ oz.).#

4. One No. 24 scoop of ice cream.

5. Put mixer can on mixer and make sure it is secure.*

6. Procure glass while frappe is mixing.

7. Leave can on mixer seventy to eighty seconds.

8. If frappe is to be served away from the counter, use two glasses rather than sending mixer can away from the fountain.

MILK SHAKES

Milk shakes require the same operations as above, except for step number four, (no Ice Cream used) and they require only twenty seconds on the mixer.

*It depends on the layout of the fountain, and the number of clerks, and how busy the fountain is, whether it is more practical to rinse milk bottles immediately after putting milk in mixer can or to do it while frappe is still on the mixer.

#It depends on the location of milk and syrup as to which is put in the mixer can first, but it does not affect the finished drink.

FREEZES

Use No. 12 Scoop of Orange, Lemon, Lime, Raspberry Sherbet
1½ oz. syrup — 8 oz. soda water — frappe.

How to Dip Ice Cream

Ice Cream dipping looks simple — but no other operation in the fountain operator's technique is more exacting, or has a more direct relation to profits and customer satisfaction. The simple rules given here are aimed to provide *more* servings per gallon of Ice Cream — *tastier, more attractive* servings — *greater* customer satisfaction — and a proper profit.

In the first place, all scoops should be kept in condition by occasional filing of the edge, so you don't have to compress the **bottom layers in the container by bearing down hard.**

Don't dig the Ice Cream out — *cut it off in layers.* And be sure to cut off one whole layer before you start on the next one. Ice Cream left on the sides of the container forms unattractive lumps **of icy consistency.**

Don't dip the scoop more than one-third of its diameter into the Ice Cream. Then, if you draw it steadily across the top, you'll have it neatly and completely filled with Ice Cream *of the correct consistency*. This is very important.

When the scoop reaches the edge of the container, swing it upward against the side.

Keep the Ice Cream level in the container.

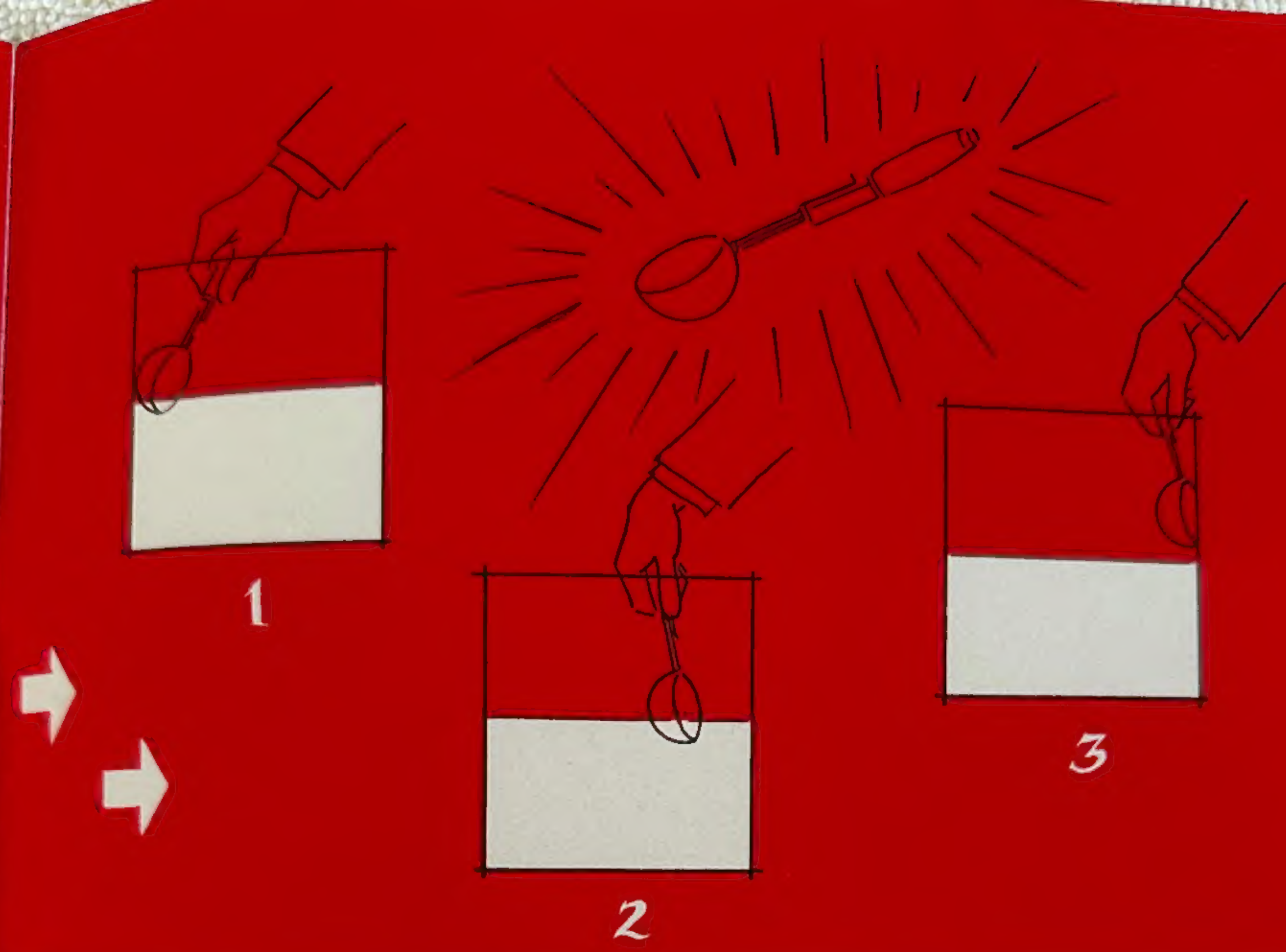
Keep sides of the container clean.

Keep the scoop clean. Always give it a thorough rinsing before and after use.

DIPPING CHART

Scoop	Weight	*Servings per Gallon
No. 30	1¼ oz.	57
No. 24	1½ oz.	48
No. 20	2 oz.	36
No. 16	2¼ oz.	32
No. 12	3 oz.	24

*Multiply by 2½ for 2½ gallon can.



HOW TO PACK BULK ICE CREAM FOR CARRY-OUT

PACKING

1. Hold bottom of container in palm of left hand.

2. With spade, cut as large a piece of Ice Cream as can fit in container and drop it in container. Do not push Ice Cream into container.

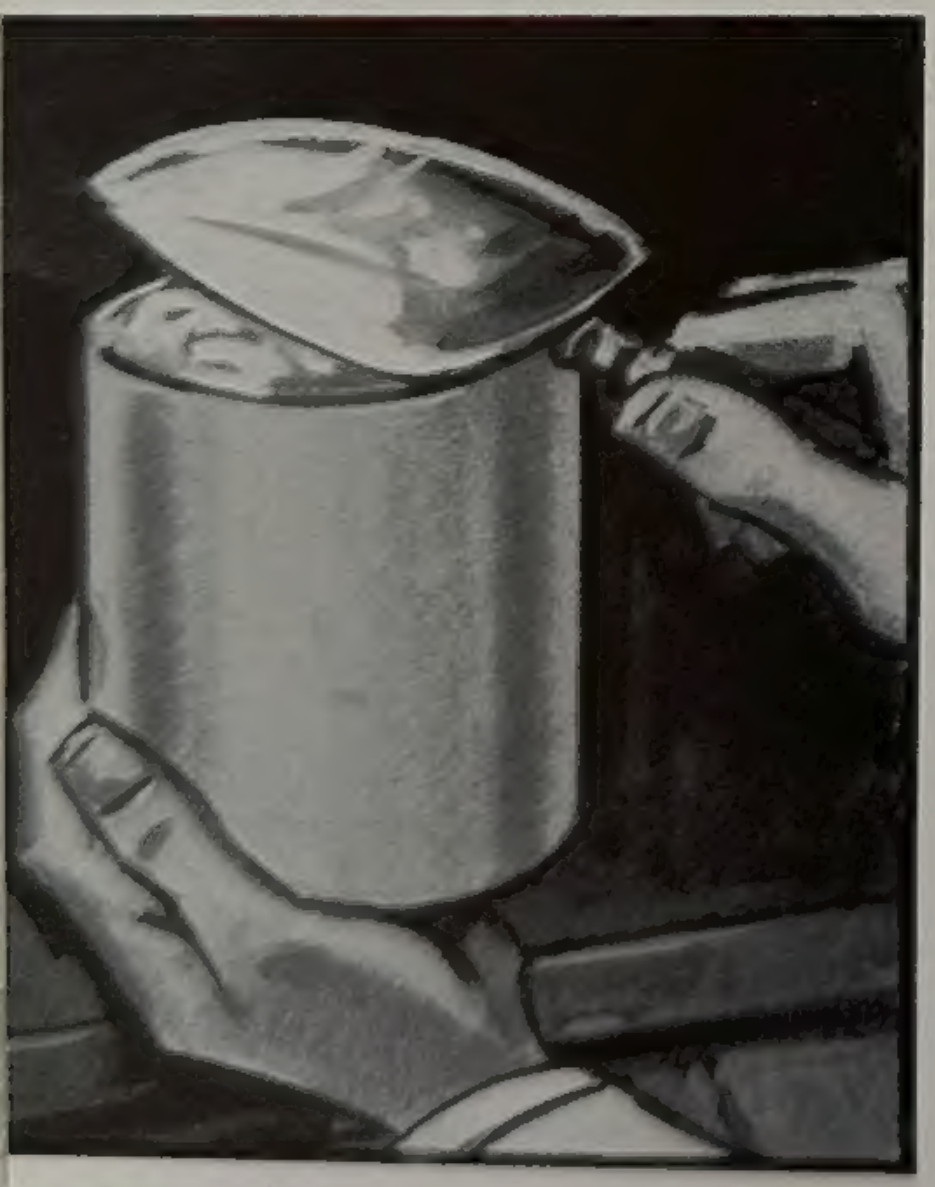
3. Cut another piece of Ice Cream and set it in container.

4. To work Ice Cream into container, use inside of spade and let heel of spade rest on wall of container. With spade in this position, rotate container and spade in opposite directions and Ice Cream will work itself into the container without losing its air content.

5. It should not be necessary to use more than four pieces of Ice Cream to properly fill a quart container.

6. A well packed container will mound up slightly above the side walls without being overportioned, as a quart will weigh not over 27 ounces and a pint not over 14 ounces.

7. Container should be put in bag with bottom side up.



FOUNTAIN FACTS

SODA WATER PRESSURE— CARBONATOR

Winter . . . . . 120 lbs. to 130 lbs.

Summer . . . . . 125 lbs. to 150 lbs.

Always be certain that your service is neat

FOUNTAIN TEMPERATURES

Soda Water.....35 degrees to 38 degrees

Fresh Water.....32 degrees to 35 degrees

Bulk Ice Cream.....10 degrees to 12 degrees

SCOOPS TO USE

#24

5c CONES

DOUBLE DIP SODA

FRAPPE

TULIP SUNDAE (2 scoops)

#12

SUNDAES

COLLEGE ICES

PLAIN DISHES

How to Serve

The rules of proper serving are simple, but they must be followed in every detail until good service becomes second nature.

Place a glass of water before the customer — *promptly* — and ask for his order — *courteously*.

Be sure you understand the order. Repeat it. Then place napkin at customer's right, and put flat silver or straw on napkin.

Fill order promptly and carefully. Place it neatly before customer, without slopping or spilling over.

Present check as soon as customer is served. Don't keep him waiting for it.

In brief: Always be certain that your service is *neat*, *attractive* and *efficient* — ALWAYS.

attractive and efficient — ALWAYS!

PUBLIC RELATIONS OF FOUNTAIN OPERATION

As stated at the beginning of this booklet, the soda fountain is one of the most important departments of the store. It is — or should be — profitable, and it is a builder of traffic for other departments.

The fountain is also the store's Public Relations Department. By the very nature of its business it has a less formal atmosphere than the rest of the store. People don't necessarily relax while buying cigarettes or drugs or magazines, or while waiting for a prescription to be filled. But when they order a drink or a tasty bite, they *have* to relax if they're going to enjoy it.

Operators determine the atmosphere of the fountain — make it cheerful or sour, friendly or unfriendly — give service generously or grudgingly; and it's the fountain, more than any other single thing, that determines the atmosphere of the store.

It's obvious, then, that the responsibility of fountain operators does not end with efficiency and cleanliness, but extends to the entire organization. For they are truly the store's foremost "good-will Ambassadors".

MERCHANDISING AIDS

Merchandising aids are the counter cards, back bar strips and other point-of-sale advertising material which are designed to suggest special drinks and dishes to customers, and to help increase fountain sales.

They are important.

They appear, generally, to proclaim simply the *name* of a "special". But when a customer sees, for instance, the name of a special kind of ice cream, that *name* often recalls to him the *detailed description* of the product which he has been seeing in his newspaper, or has been hearing over the radio. Merchandising aids, in other words, are a vital part of large and carefully coordinated advertising programs which aim to help fountain operators sell their goods.

When the customer is reading about the ice cream in his paper or hearing about it on the radio he is, generally, far from the point-of-purchase. But when he walks into your store — perhaps only with the idea of buying a pack of cigarettes — he sees that name — it sets off a chain-reaction in his mind — "pulls the trigger" on an impulse — and he buys the ice cream.

He buys it, that is, if the flyer or back bar strip or counter card is attractively displayed, in such a way that he can't help seeing it.

That's why merchandising aids, or point-of-sale material, are important. They're of no use, of course, if they're old, soiled, torn or hidden away. But, for all their seeming simplicity, they are valuable helps to the fountain operator. They are silent salesmen helping customers to make up their minds!